



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

CONTRACT

| | | |
|--|---|--|
| <u>Contract / Revision</u> 938061 / | | <u>Alt Order #</u> 06258244 |
| <u>Product</u> CROSSROADS GPS 30S | | |
| <u>Contract Dates</u> 07/31/12 - 08/06/12 | | <u>Estimate #</u> 862 |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 08/02/12 / 08/02/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WLWT | <u>Account Executive</u> Mica Hansen | <u>Sales Office</u> HRP -Washington |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 12 | <u>Product Code</u> 11 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------|-----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | WLWT | 08/03/12 | 08/03/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$1,000.00 | | | |
| D 2 | WLWT | 08/03/12 | 08/03/12 | Late News Olympics | Late News | | :30 | | | NM | 0 | \$0.00 |
| 3 | WLWT | 08/03/12 | 08/03/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$625.00 | | | |
| 4 | WLWT | 08/03/12 | 08/03/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$150.00 | | | |
| 5 | WLWT | 08/03/12 | 08/03/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$1,200.00 | | | |
| 6 | WLWT | 08/03/12 | 08/03/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----1-- | | | | 1 | \$3,000.00 | | | |
| D 7 | WLWT | 08/06/12 | 08/06/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 0 | \$0.00 |
| D 8 | WLWT | 08/06/12 | 08/06/12 | Late News Olympics | Late News | | :30 | | | NM | 0 | \$0.00 |
| D 9 | WLWT | 08/06/12 | 08/06/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 0 | \$0.00 |
| D 10 | WLWT | 08/06/12 | 08/06/12 | 5-6a news | 5-6a | | :30 | | | NM | 0 | \$0.00 |
| D 11 | WLWT | 08/06/12 | 08/06/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 0 | \$0.00 |
| D 12 | WLWT | 08/06/12 | 08/06/12 | NBC Today Show | 7-9a | | :30 | | | NM | 0 | \$0.00 |
| D 13 | WLWT | 08/06/12 | 08/06/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 0 | \$0.00 |
| D 14 | WLWT | 08/04/12 | 08/04/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 0 | \$0.00 |
| D 15 | WLWT | 08/05/12 | 08/05/12 | Late News Olympics | Late News | | :30 | | | NM | 0 | \$0.00 |
| 16 | WLWT | 08/02/12 | 08/02/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$1,000.00 | | | |
| 17 | WLWT | 08/02/12 | 08/02/12 | Late News Olympics | Late News | | :30 | | | NM | 1 | \$3,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 938061 / | 06258244 |

| | | |
|-----------------------|-------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 07/31/12 - 08/06/12 | CROSSROADS GPS 30 | 862 |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Crossroads GPS | 08/02/12 / 08/02/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------|-----------------|------|--------|-------------------|-------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$3,000.00 | | | |
| 18 | WLWT | 08/02/12 | 08/02/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$625.00 | | | |
| 19 | WLWT | 08/02/12 | 08/02/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$150.00 | | | |
| 20 | WLWT | 08/02/12 | 08/02/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$1,200.00 | | | |
| 21 | WLWT | 08/02/12 | 08/02/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$3,000.00 | | | |
| 22 | WLWT | 08/02/12 | 08/02/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---1--- | | | | 1 | \$12,000.00 | | | |
| D 23 | WLWT | 07/31/12 | 07/31/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 0 | \$0.00 |
| D 24 | WLWT | 07/31/12 | 07/31/12 | Late News Olympics | Late News | | :30 | | | NM | 0 | \$0.00 |
| D 26 | WLWT | 07/31/12 | 07/31/12 | 5-6a news | 5-6a | | :30 | | | NM | 0 | \$0.00 |
| D 27 | WLWT | 07/31/12 | 07/31/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 0 | \$0.00 |
| D 28 | WLWT | 07/31/12 | 07/31/12 | NBC Today Show | 7-9a | | :30 | | | NM | 0 | \$0.00 |
| D 29 | WLWT | 08/01/12 | 08/01/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 0 | \$0.00 |
| 30 | WLWT | 08/01/12 | 08/01/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --1---- | | | | 1 | \$1,000.00 | | | |
| 31 | WLWT | 08/01/12 | 08/01/12 | Late News Olympics | Late News | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --1---- | | | | 1 | \$3,000.00 | | | |
| 32 | WLWT | 08/01/12 | 08/01/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --1---- | | | | 1 | \$625.00 | | | |
| 33 | WLWT | 08/01/12 | 08/01/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --1---- | | | | 1 | \$150.00 | | | |
| 34 | WLWT | 08/01/12 | 08/01/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --1---- | | | | 1 | \$1,200.00 | | | |
| 35 | WLWT | 08/01/12 | 08/01/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --1---- | | | | 1 | \$3,000.00 | | | |
| 36 | WLWT | 08/02/12 | 08/02/12 | NBC Today Show | 7-9a | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ---T--- | | | | 1 | \$3,000.00 | | | |
| 37 | WLWT | 08/01/12 | 08/03/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --WTF-- | | | | 5 | \$1,000.00 | | | |

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| <u>Contract / Revision</u> 938061 / | | <u>Alt Order #</u> 06258244 |
| <u>Contract Dates</u> 07/31/12 - 08/06/12 | <u>Product</u> CROSSROADS GPS 30 | <u>Estimate #</u> 862 |
| <u>Advertiser</u> Crossroads GPS | | <u>Original Date / Revision</u> 08/02/12 / 08/02/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|---------------------|-----------------|------|--------|-------------------|-------------|------|-----------|--------------------|
| D 38 | WLWT | 08/06/12 | 08/06/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 0 | \$0.00 |
| 39 | WLWT | 08/01/12 | 08/01/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --W---- | | | | 1 | \$12,000.00 | | | |
| N 40 | WLWT | 08/03/12 | 08/03/12 | OLYMPIC ZONE | OLYMPIC ZONE | | :30 | | | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 2 | \$3,000.00 | | | |
| N 41 | WLWT | 08/03/12 | 08/03/12 | OLYMPICS M-SU PRIME | OLYMPICS M-SU I | | :30 | | | NM | 2 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 2 | \$12,000.00 | | | |
| N 42 | WLWT | 08/03/12 | 08/03/12 | 5-6a news | 5-6a | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 1 | \$150.00 | | | |
| N 43 | WLWT | 08/03/12 | 08/03/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 1 | \$650.00 | | | |
| N 44 | WLWT | 08/03/12 | 08/03/12 | NBC Today Show | 7-9a | | :30 | | | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 2 | \$3,000.00 | | | |
| N 45 | WLWT | 08/03/12 | 08/03/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 1 | \$1,200.00 | | | |
| N 46 | WLWT | 08/03/12 | 08/03/12 | OLYMPICS DAYTIME | OLYMPICS DAYTI | | :30 | | | NM | 2 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | ----F-- | | | | 2 | \$975.00 | | | |
| Totals | | | | | | | | | | | 36 | \$95,875.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/03/12 | 36 | \$95,875.00 | \$81,493.75 |
| Totals | 36 | \$95,875.00 | \$81,493.75 |

Signature: _____ **Date:** _____

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